

ABSTRACT OF THE DISCLOSURE

5 A method and system are provided for customizing the presentation of Web site data in a client-server network. A plurality of device characteristics and customized reformatting information are stored in a storage device coupled to the client-server network. The customized reformatting information includes parameters used for displaying Web pages according to a user's preferences. A server coupled to the client-server network receives a request from the requesting device. The request includes header information and a Universal Resource Locator (URL). The header information is queried to determine a device signature of the requesting device. The determined device signature is compared with the stored device characteristics to identify characteristics of the requesting device and the customized reformatting parameters. Web site data represented by the URL is retrieved and reformatted according to the customized reformatting parameters. The reformatted Web site data is transmitted to the requesting device for display.